IN THE ABSTRACT

Please delete the Abstract and substitute the following therefor:

--A system and method for providing a price-per-unit (PPU) discount on fuel to a customer who purchases at least one cross-marketed product or service. A first PPU discount is awarded to the customer based on a purchase by the customer of a first cross-marketed product or service. A customer identification is assigned to the customer, the first discount amount is stored in a discounts issued database that associates the first discount amount with the customer identification. Additional PPU discounts may be added to the first discount if the customer purchases additional cross-marketed products or services. When the customer inputs the customer identification in a subsequent transaction, the PPU discount is retrieved from the database, and is used to reduce the PPU of the fuel.--